



OPIS
By IHS Markit

Q1 2019 Retail Fuel Scorecard

A recap of retail prices, margins, volumes, market share and volatility.



Retailers see lower demand and uneven margins this winter

The winter season was a mixed bag for retailers. According to OPIS DemandPro, an exclusive survey of 15,000 stations, volumes were off 2.5% across the country compared to the same period in 2018. Every region was down with the Southeast seeing the largest year-on-year drag with throughputs off 3.2%. The Southwest was down 2.7%, followed by the Mid-Continent which was off 2.6%, the West which was lower by 2.3% and the Northeast which was down 1.6%.

Margins Stellar in the West

Unlike the winter weather, rack-to-retail margins were steamy hot averaging 24cts/gal, a 22% increase over winter 2018. The West saw largest profits with margins averaging a whopping 47.5cts/gal nearly 55% better than the late December to Mid-March period last year. All the other regions were up vs last year with the exception of the Midwest which saw margins fade from 18.0cts/gal to 15.6cts/gal. The Southwest and the Southeast were only marginally better than the Midwest while the Northeast saw margins average almost 30cts/gal and the Great Lakes almost reached 21cts/gal. Hanford-Corcoran, CA was the market with the largest daily difference between the highest and lowest priced stations in the market with a 74.0cts/gal gap. Some West Coast markets saw incredible margins led by Seattle, WA which averaged gross profits of 80.0cts/gal, double what they were in winter 2018.

Seattle, WA led the West Coast markets with average gross profits of 80.0cts/gal.

Volatility Rampant in Great Lakes

The Great Lakes markets saw the greatest volatility in retail prices. Muncie, IN was the most erratic with an average daily price move of 4.43cts/gal per day. Saginaw, MI saw the biggest change between the lowest average daily price to the highest average daily price during the entire winter with a difference of an eye-popping 82.1cts/gal.

Majors Have Top Market Share

Shell had the highest market share of all gasoline brands with 12.4% of the business followed by Exxon, Speedway, Chevron, BP and Mobil. Wawa was the most efficient retailer this winter with a market share-to-outlet share ratio of 5.34. (A higher number indicates higher per store volumes) QuikTrip was second with a score of 4.7 followed by Sheetz, Racetrac and QuickCheck.

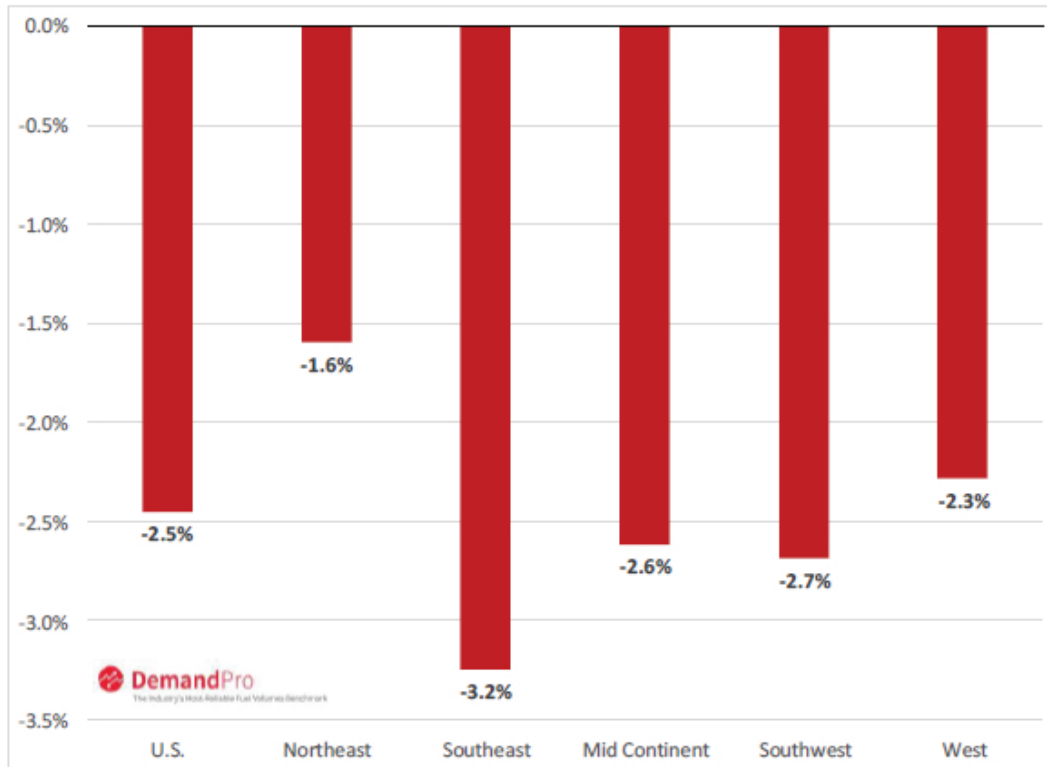
Wawa was the most efficient retailer this winter; QuikTrip was second.

Costco Gets More Aggressive

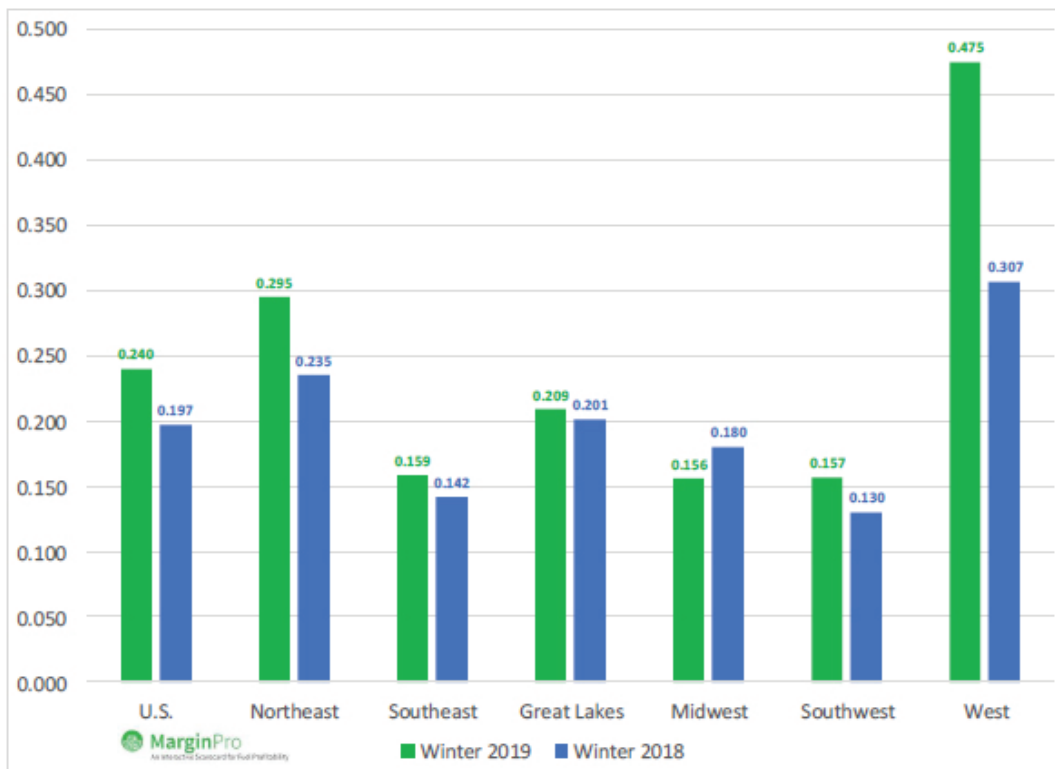
Costco priced a colossal 24.45cts/gal below their direct competitors between the Winter Solstice and the Spring Equinox, 15% more aggressive than last winter. Quik Stop and Arco were the next two most aggressive chains with price discounts of 23.23cts/gal and 23.22cts/gal respectively.

In contrast, Chevron priced its pumps more than 10cts/gal above its competitors, 5.3% more bullish than last year. Spinx's had the second largest premium with a credit price that was 5.93cts/gal above its rivals followed by 76 which pushed a premium of 5.54cts/gal.

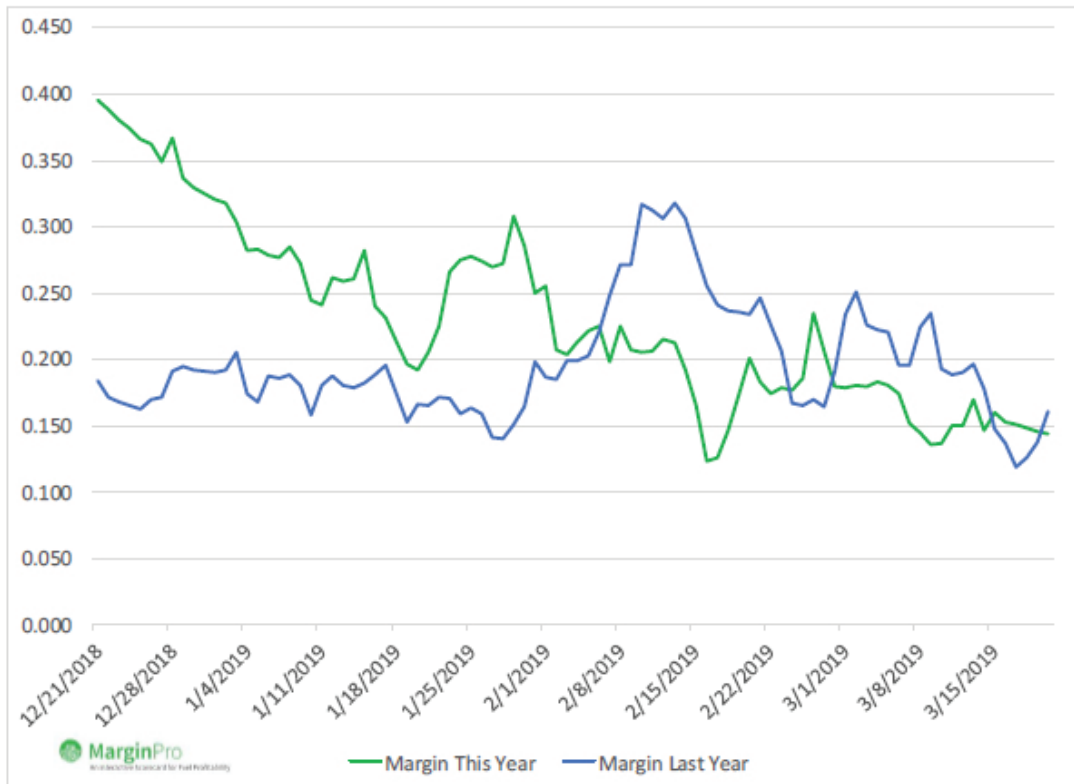
OPIS Demand: Change In Volumes By Region Winter 2019 vs Winter 2018



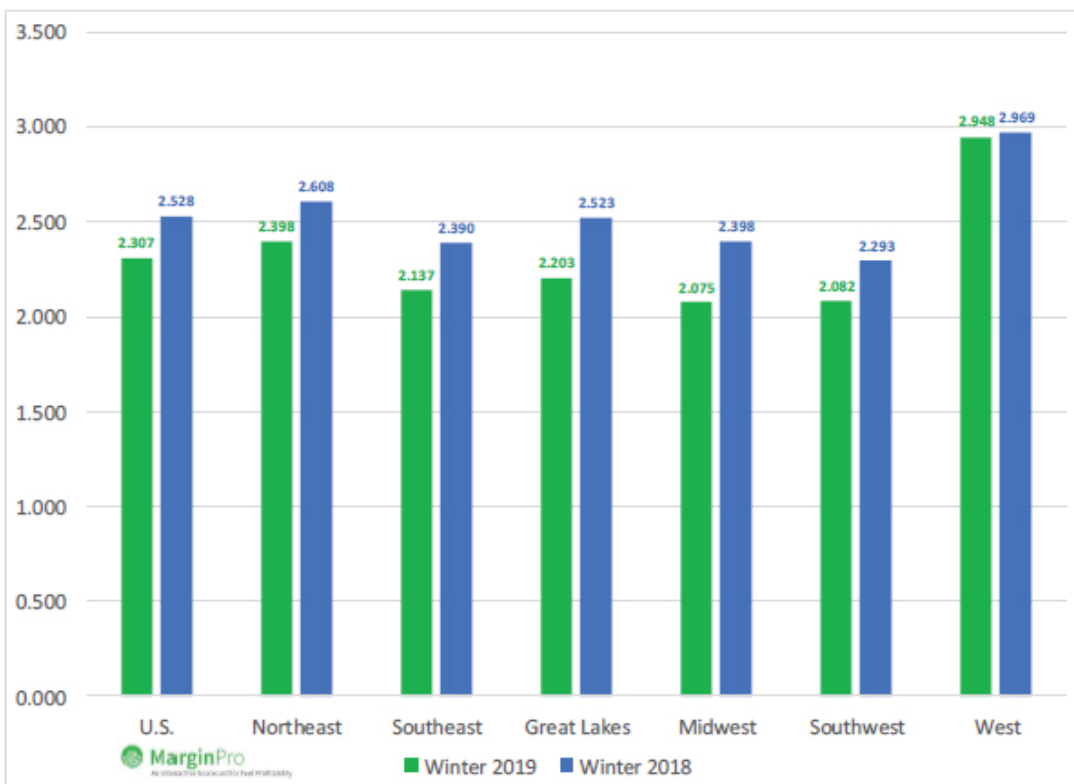
Retail Gasoline Margins: Winter 2019 vs Winter 2018



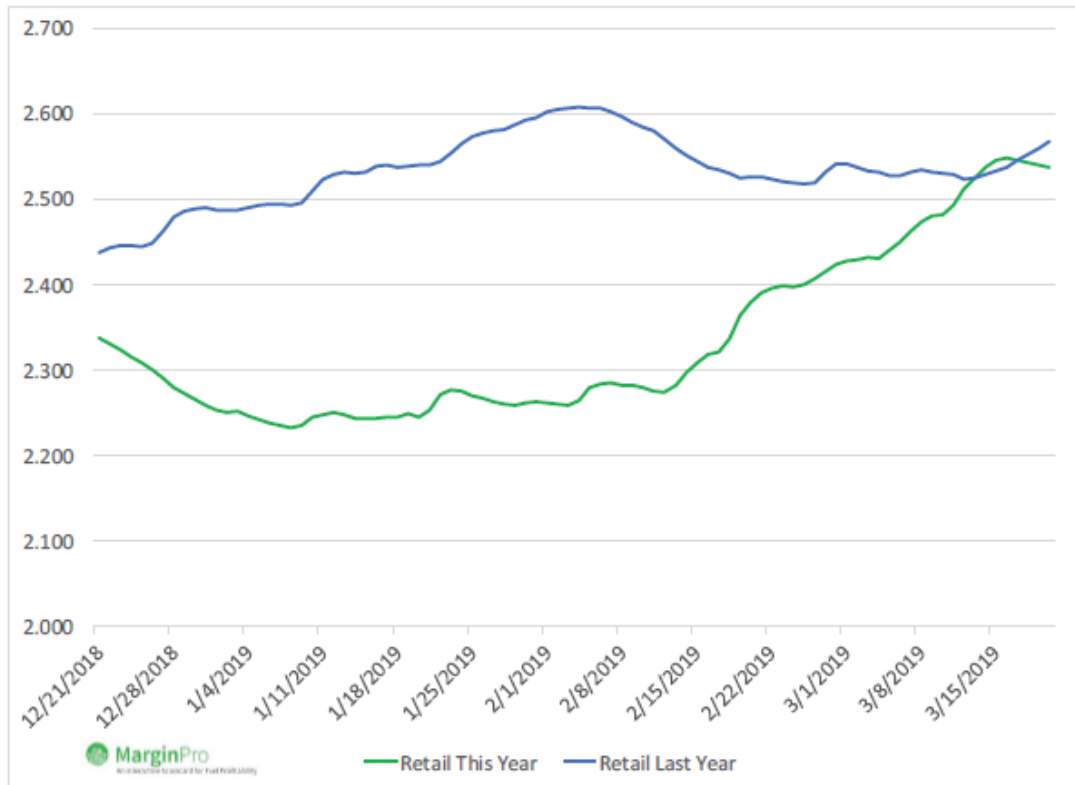
Average Daily U.S. Margin This Winter vs Last Winter



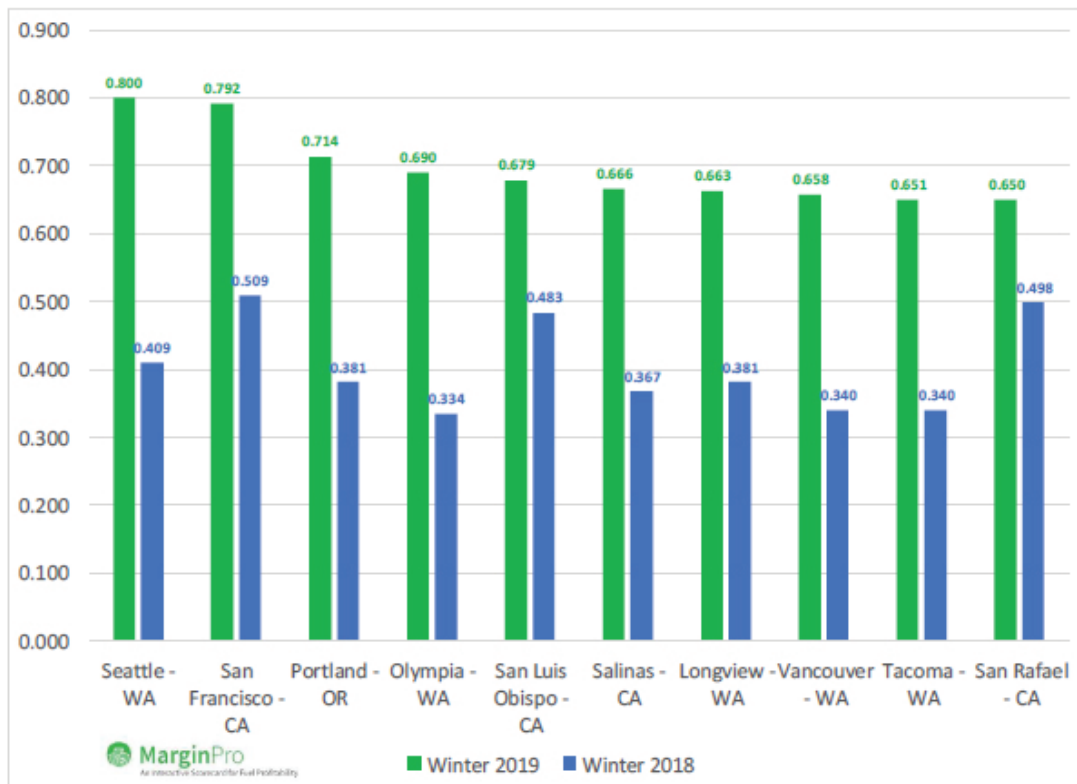
Average Retail Price for Winter 2019 vs Winter 2018



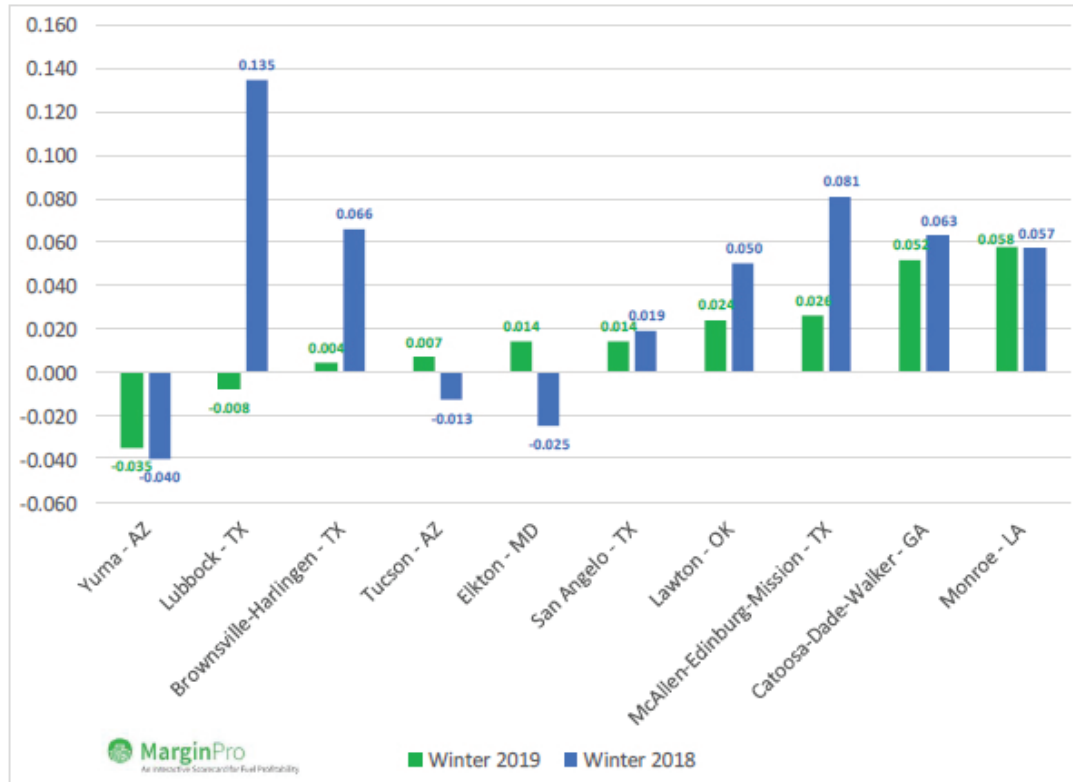
Daily U.S. Retail Average This Winter vs Last Winter



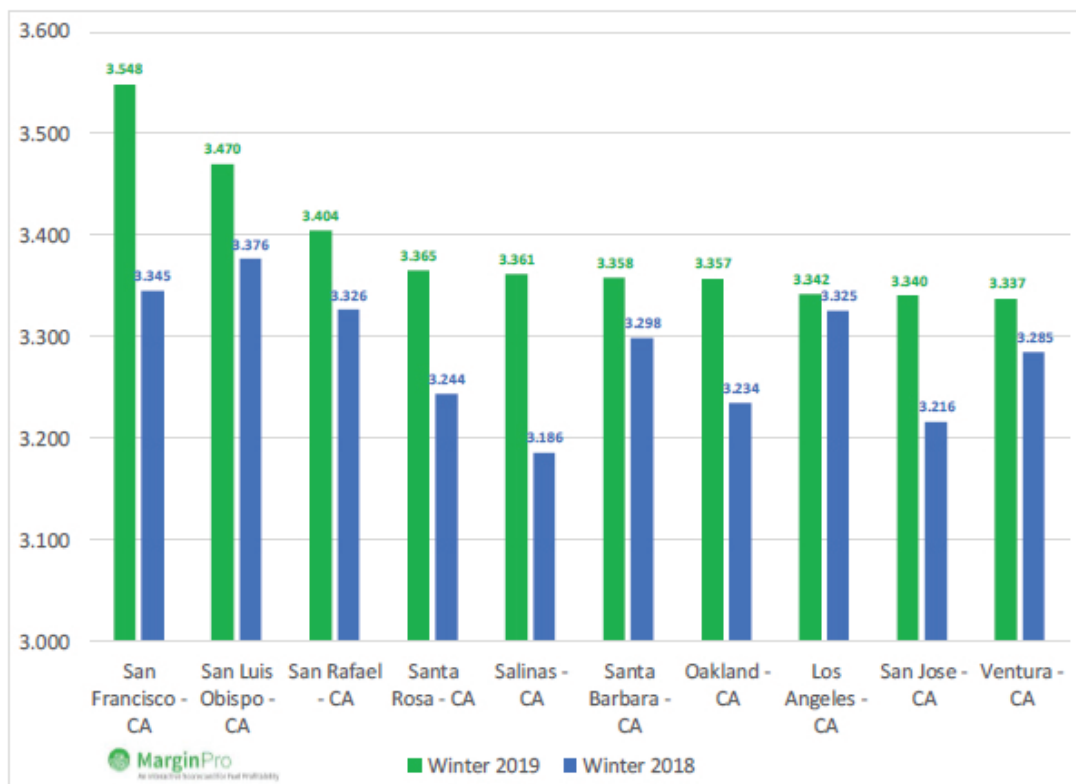
Top 10 Most Profitable Rack-to-Retail Markets in Winter 2019



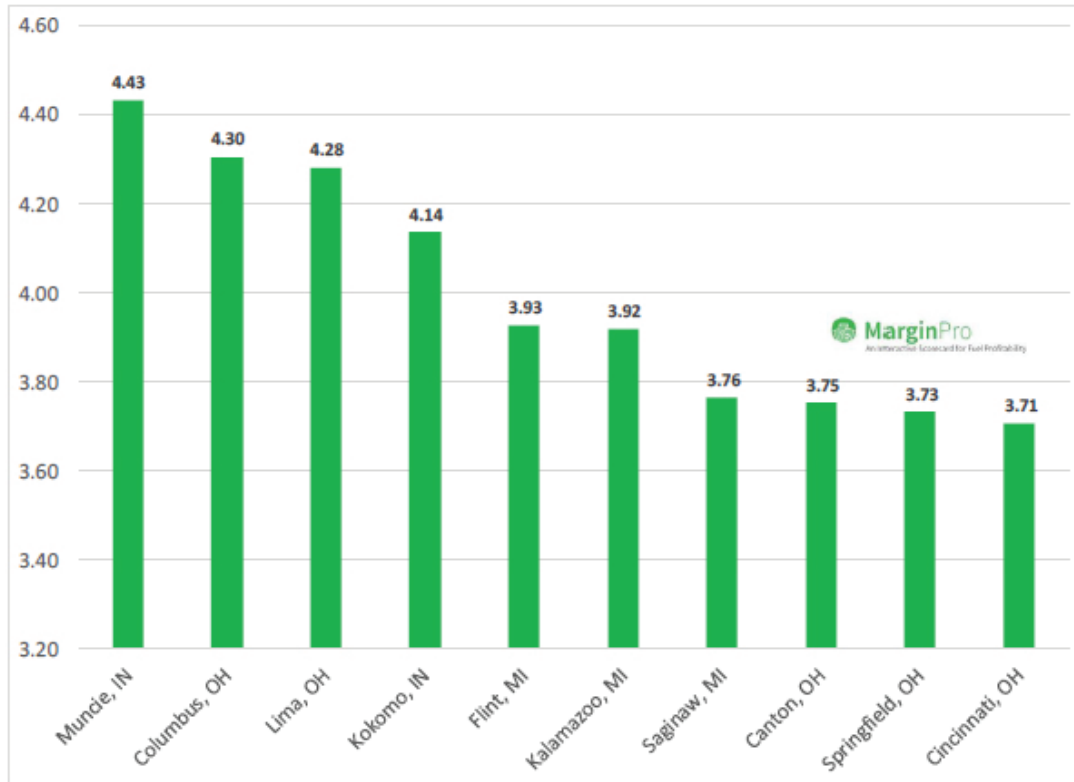
Top 10 Least Profitable Rack-to-Retail Markets in Winter 2019



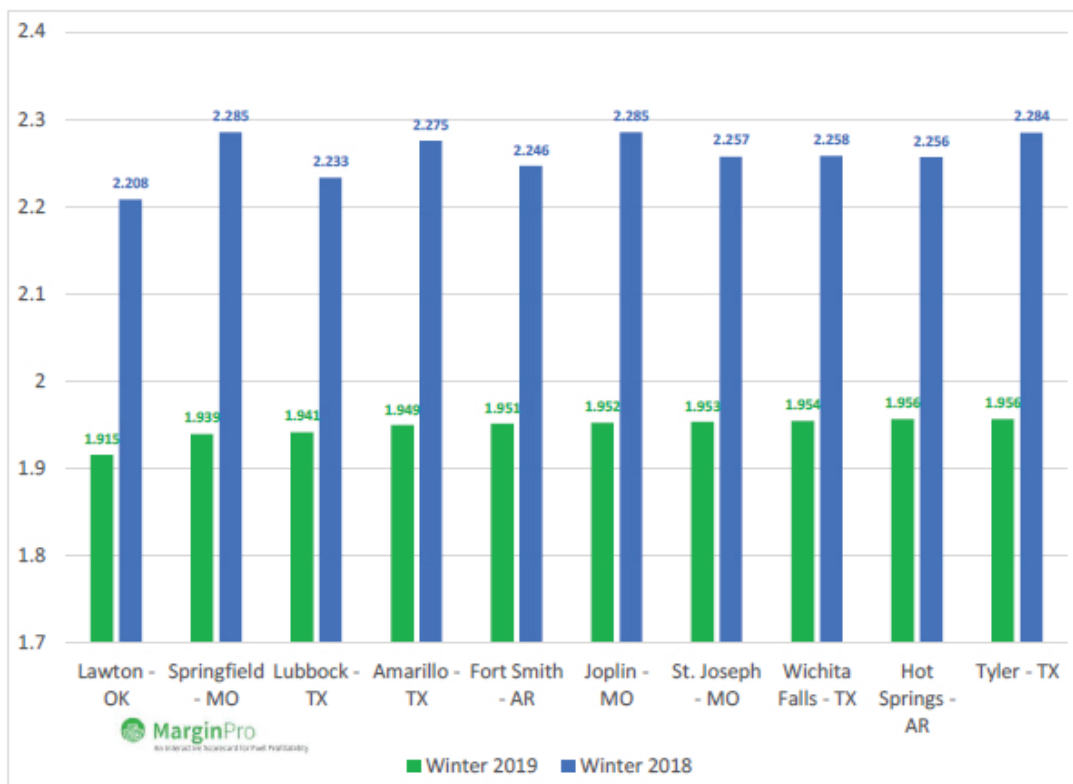
Top 10 Markets with the Highest Retail Average Price in Winter 2019



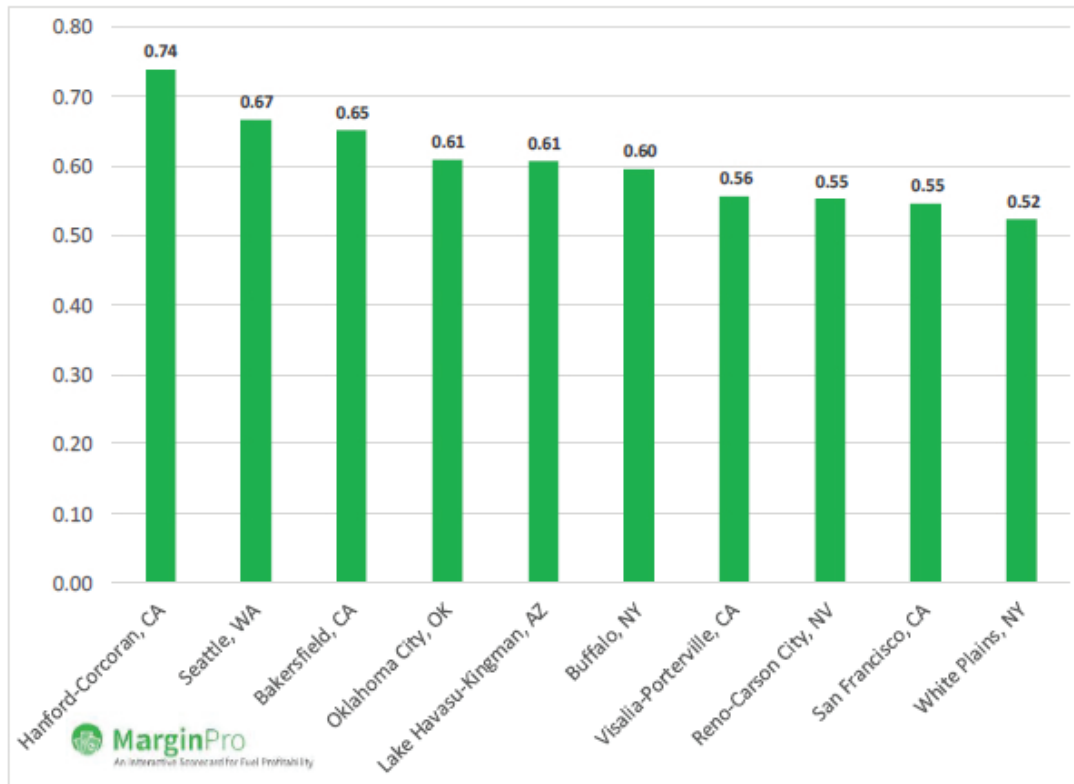
Top 10 Most Volatile Markets with the Largest Average Daily Price Move



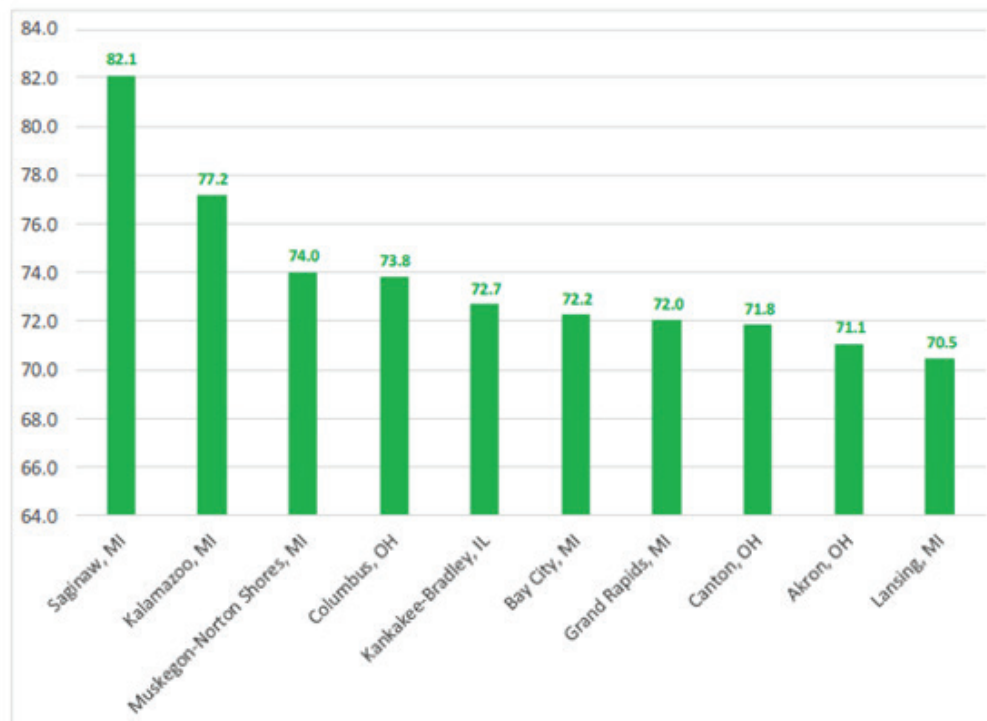
Top 10 Markets with the Lowest Retail Average Price in Winter 2019



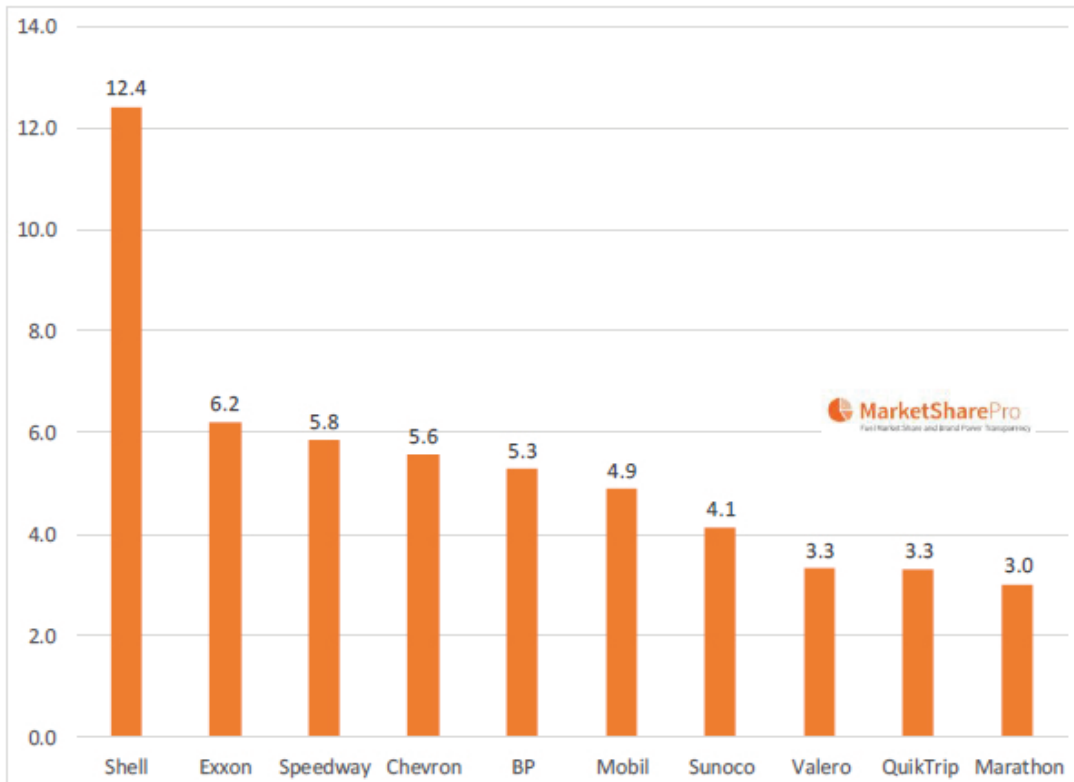
Top 10 Market with Largest Daily Range Between Highest & Lowest Priced Station



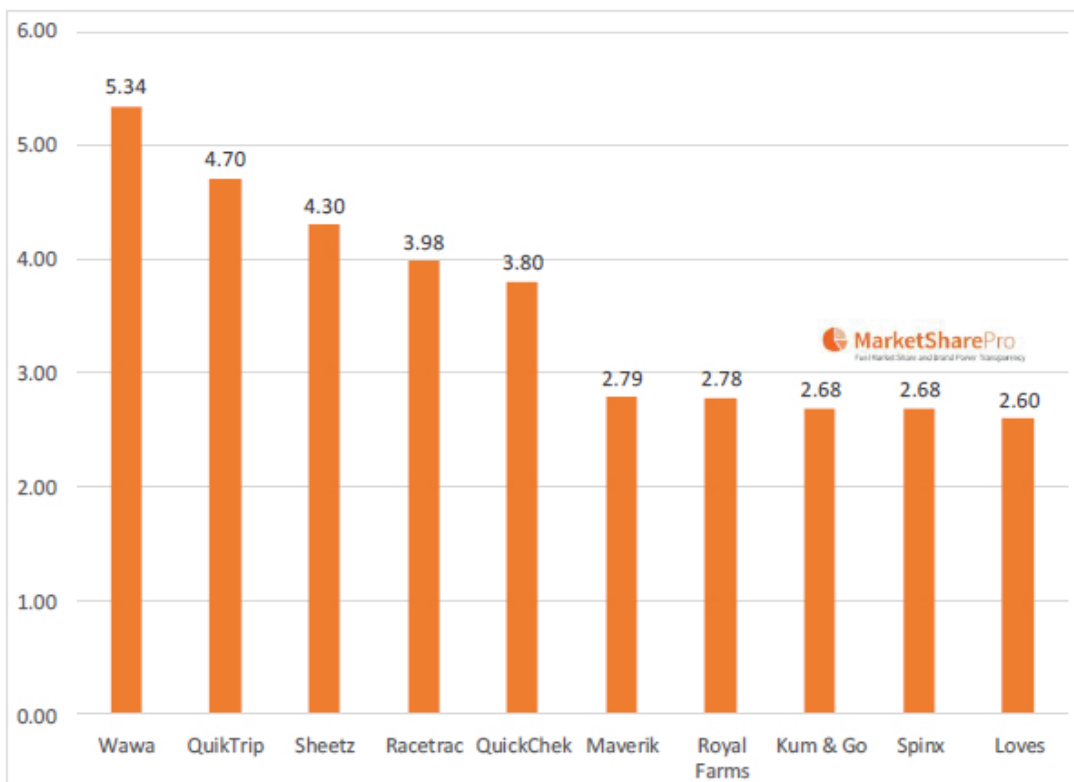
Top 10 Market with Largest Range Between the Highest Daily Avg vs Lowest Daily Avg



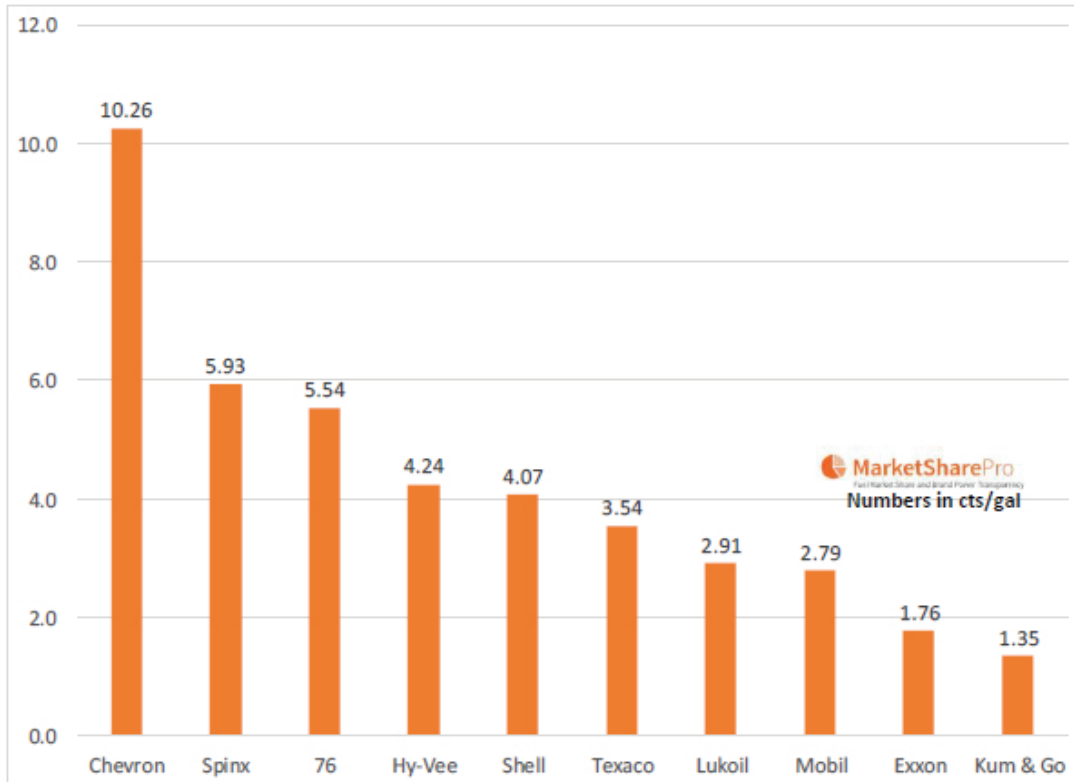
Top 10 Gasoline Brands with Largest Market Share in Winter 2019



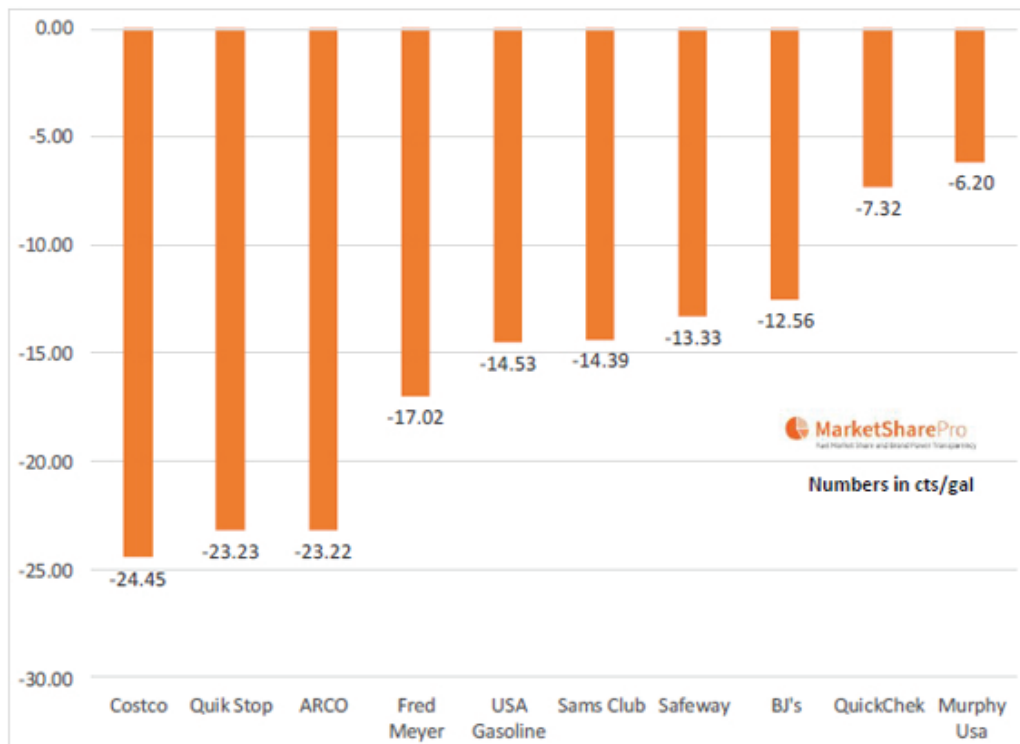
Top 10 Most Efficient Brands in Winter 2019 (market share / outlet share)



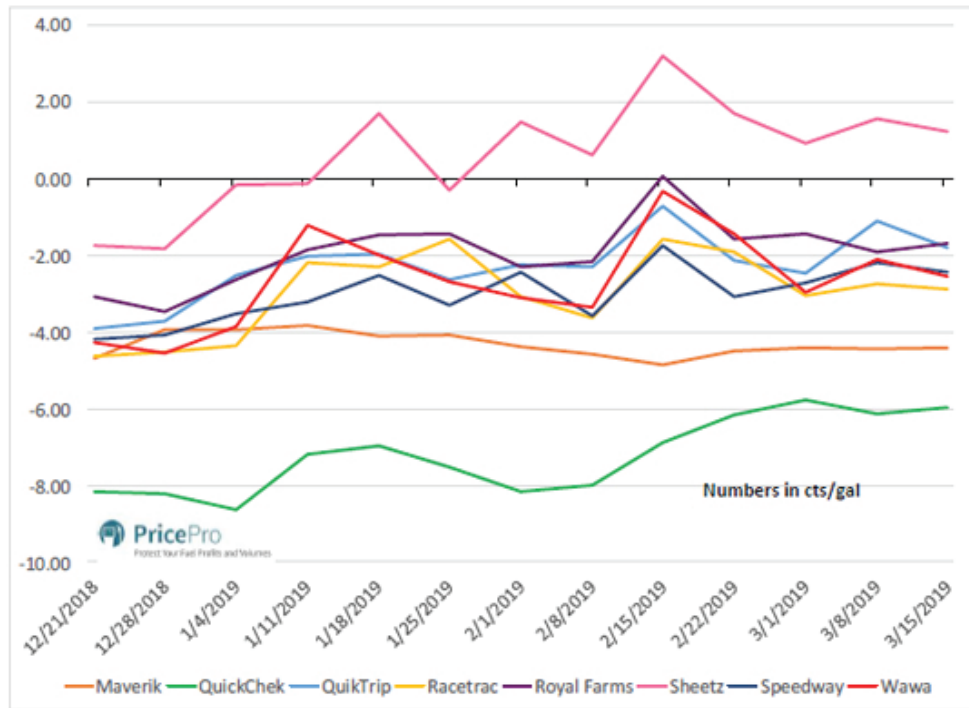
Top 10 Brands with Largest Price Differential vs Direct Competition



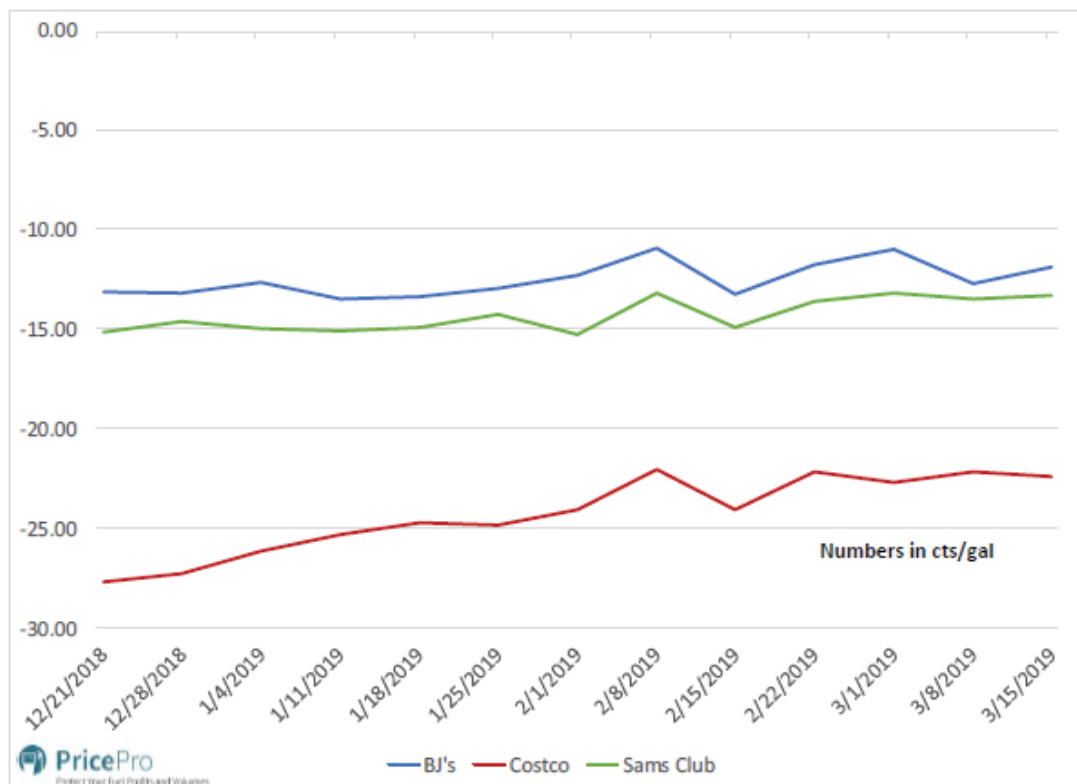
Top 10 Brands with the Biggest Discounted Price Differential vs Direct Competition



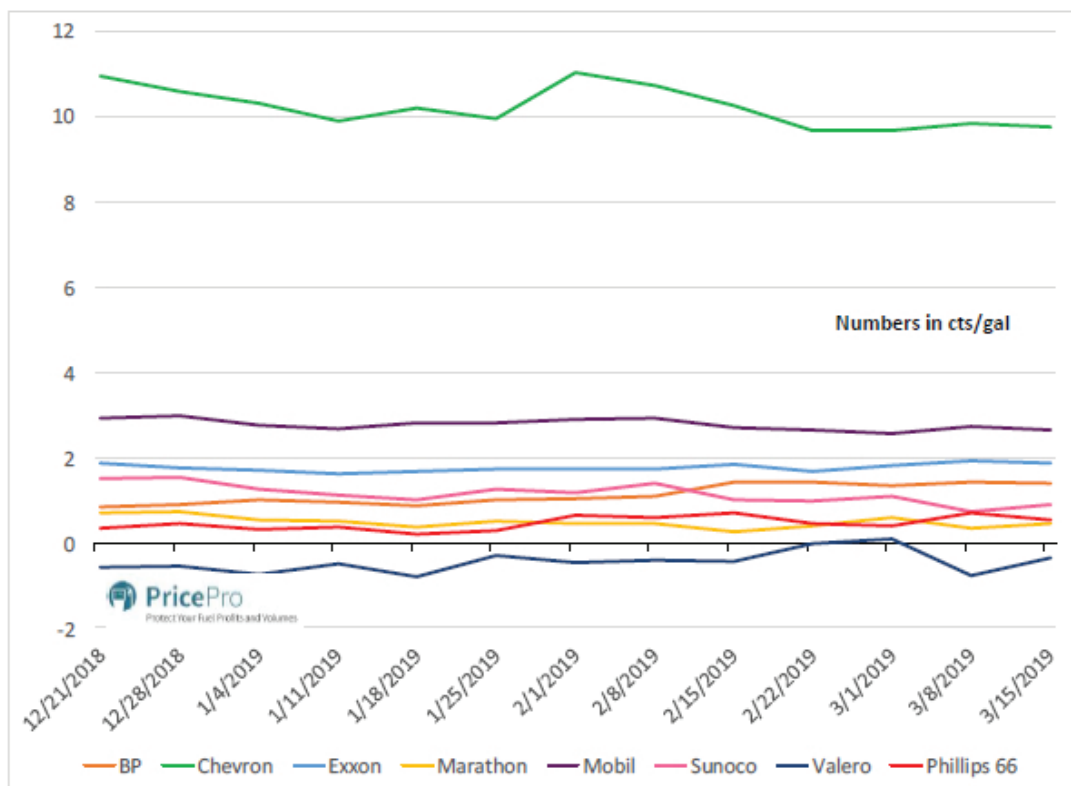
Average Daily Price Differential vs Competitors Each Week For Aggressive C-Store Chains



Average Daily Price Differential vs Competitors Each Week For Warehouse Clubs



Average Daily Price Differential vs Competitors Each Week For Traditional Brands



Commentary and graph data supplied by [OPIS RetailSuite](#)

About OPIS RetailSuite



PricePro



AnalyticsPro



MarginPro



DemandPro



MarketSharePro

OPIS RetailSuite provides an integrated set of online solutions for retail fuel management, enabling you to analyze, strategize and succeed in your local market. It is a single-stop resource for retail fuel data, including pricing, margins, market share and volumes. Monitor and analyze your local market with greater precision. Track local competitor prices and margins. Discover pricing and margin trends in your local area.

Request a free demo of OPIS RetailSuite: retailsuite.opisnet.com.